

LOUISIANA

Office of Tourism

**BP Oil Spill Response
Summer Media**

June 24, 2010

Situation Analysis

On April 20, 2010 the Deepwater Horizon oil rig experienced a catastrophic explosion and subsequent fire. Two days later, it sank into the Gulf of Mexico resulting in a major oil spill. Oil has reached the Louisiana coast and caused significant damage to coastal areas, fish and other wildlife in the area. To date the spill has not been contained.

Following is an overview plan to mitigate the negative impact on Louisiana's tourism economy resulting from this event.

Research Findings

- Research Findings
 - 44% of Nationwide respondents believe that the oil spill is as bad as or worse than the 2005 hurricanes
 - Sources for info include network tv/cable tv/internet/local tv/newspaper/ radio
 - Prior to the oil spill, approximately 23% of Nationwide respondents said that they had plans to visit LA. Over one-quarter (26%) of those respondents have either postponed or cancelled the trip
 - 79% of Nationwide respondents believe that oil spill will affect LA for at least 2 years

Visitor concerns

contamination of the coast
ability to see wildlife
safety and availability of seafood
availability of swamp tours, hiking trails, and fishing

Objective

- Continue to communicate to potential visitors that Louisiana is open for business and still offering unique vacation experiences
- Assist in maintaining visitation numbers
- Work with Louisiana tourism industry partners to assure integrated messaging

Target/Timing/Geography

- Target

- Adults 35-54, HHI \$50k+, travel domestically 4+ times/year;
female skew

- Timing

- Summer - through Labor Day

- Geography

- Regional with a national overlay in key direct flight markets
Laurel/Hattiesburg, Houston, Dallas, San Antonio,
Mobile/Pensacola, Austin

Media Recommendation

Traditional

- Spot Cable and Spot TV - :30 commercials
- Newspaper - B/W ads - Sunday travel sections

Online

- Utilize online travel partners (Expedia, Travelocity, Orbitz) to promote various state-wide travel packages to Louisiana
- Work with select Meeting Planner websites to reach planners via email, banner ads and text ads

	July				August					September			
	28	5	12	19	26	2	9	16	23	30	6	13	20
Newspaper													
Mobile													
Pensacola													
Hattiesburg													
Dallas													
Houston													
Austin													
San Antonio													
Trade (Group & Meeting Planners)													
Tactical Cable													
Austin													
Dallas-Ft. Worth													
Houston-Galveston													
Laurel-Hattiesburg													
Mobile													
San Antonio													
Tactical TV													
Austin													
Dallas-Ft. Worth													
Houston-Galveston													
Laurel-Hattiesburg													
Mobile													
San Antonio													
Web													
Various													

Creative

- Mix oil spill messaging with traditional creative
- Provide consumers with summer offers
- Changes to depend upon research findings

Tactical Newspaper Ads



Louisiana from
\$79 per night*

HISTORIC!

History lives in Louisiana. It even has a mailing address.
Visit our website today and enjoy landmark savings.

HotDeals.LouisianaTravel.com **LOUISIANA**

*Based on availability. Restrictions may apply.



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\$79 per night*

HOT!

Not all thrill seekers wrestle alligators. Visit our website today for exciting savings on your Louisiana vacation.

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Weekends are for festivals, not yard work. Visit our website and save on your Louisiana vacation.

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Web Banner Ads



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Not all thrillseekers
**WRESTLE
ALLIGATORS.**

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HOT!

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*Weekends
are for
festivals,*

**NOT
YARD
WORK.**

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*per night**

JAMMIN'!

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*Based on availability.
Restrictions may apply.

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History lives in Louisiana.

**IT EVEN HAS A
MAILING ADDRESS.**

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Like our music,
**OUR SEAFOOD
ISN'T CANNED.**

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From
\$79 per
night

[Book now](#)

SPICY!

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Print Ads



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Weekends are for festivals,
NOT YARD WORK.

Art, culture, history, seafood, music...we celebrate every year at hundreds of festivals all across the state from Shreveport to New Orleans. For a complete calendar of events, call 1-800-66-GUMBO or visit our Web site.

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LouisianaTravel.com



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History lives in Louisiana.
IT EVEN HAS A MAILING ADDRESS.

Amazing art and antiques, Civil War history, ghost stories...you'll find them all in Louisiana's plantation homes. For more information about vacationing in Louisiana, call 1-800-66-GUMBO or visit our Web site.

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Some rides go around and around.
OURS GO BACK IN TIME.

Take a horse-drawn carriage, streetcar or steamboat and visit Louisiana's rich and fascinating past. For more information about vacationing in Louisiana, call 1-800-66-GUMBO or visit our Web site.

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Some people come here
TO CATCH MORE THAN BEADS.

There are as many ways to catch fish in Louisiana as there are ways to cook them. Cast a line in one of our swamps, bayous or sparkling lakes, and hold on. For more information, call 1-800-66-GUMBO or visit our Web site.

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Not all thrill seekers
WRESTLE ALLIGATORS.

There are world-class casinos and horseracing tracks all over Louisiana—and all of them are guaranteed to get your pulse rate up. For more information about vacationing in Louisiana, call 1-800-66-GUMB0 or visit our website.

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Much like our music,
OUR SEAFOOD ISN'T CANNED.

Shrimp, oysters, crab, crawfish...there's nothing more delicious than fresh Louisiana seafood enjoyed at one of our many restaurants or festivals. For more information, call 1-800-66-GUMBO or visit our Web site.

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STORYVILLE

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Client: Louisiana Office of Tourism

Title: "Summer Response-Gaming"

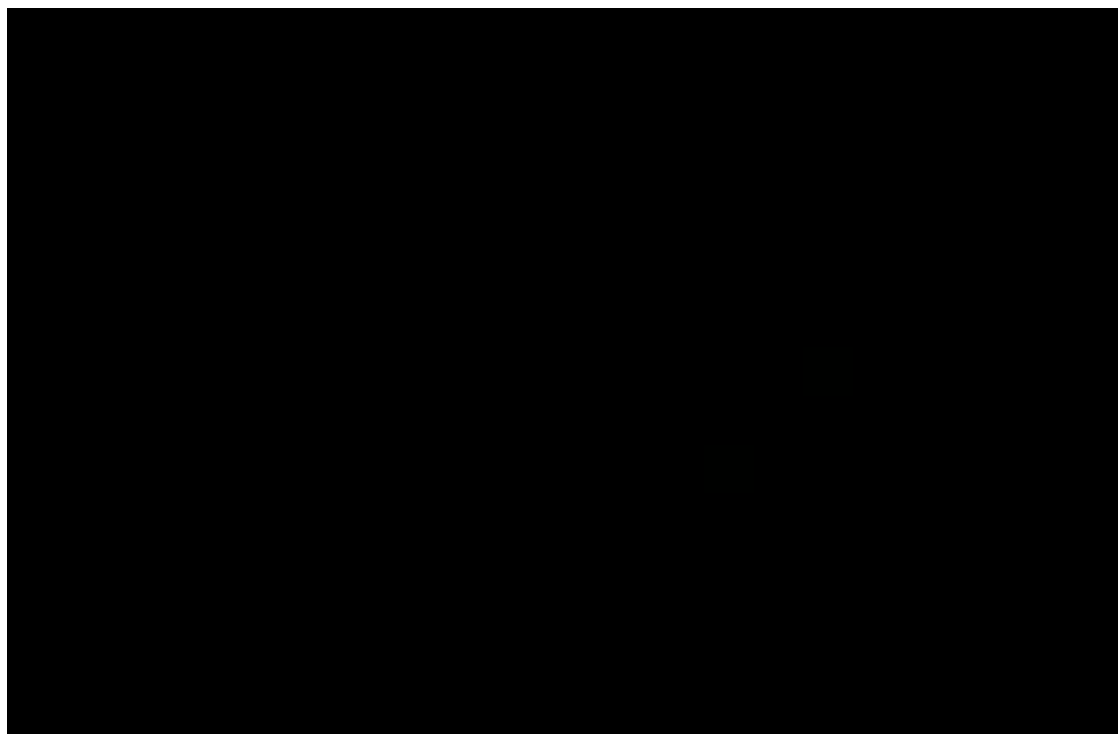
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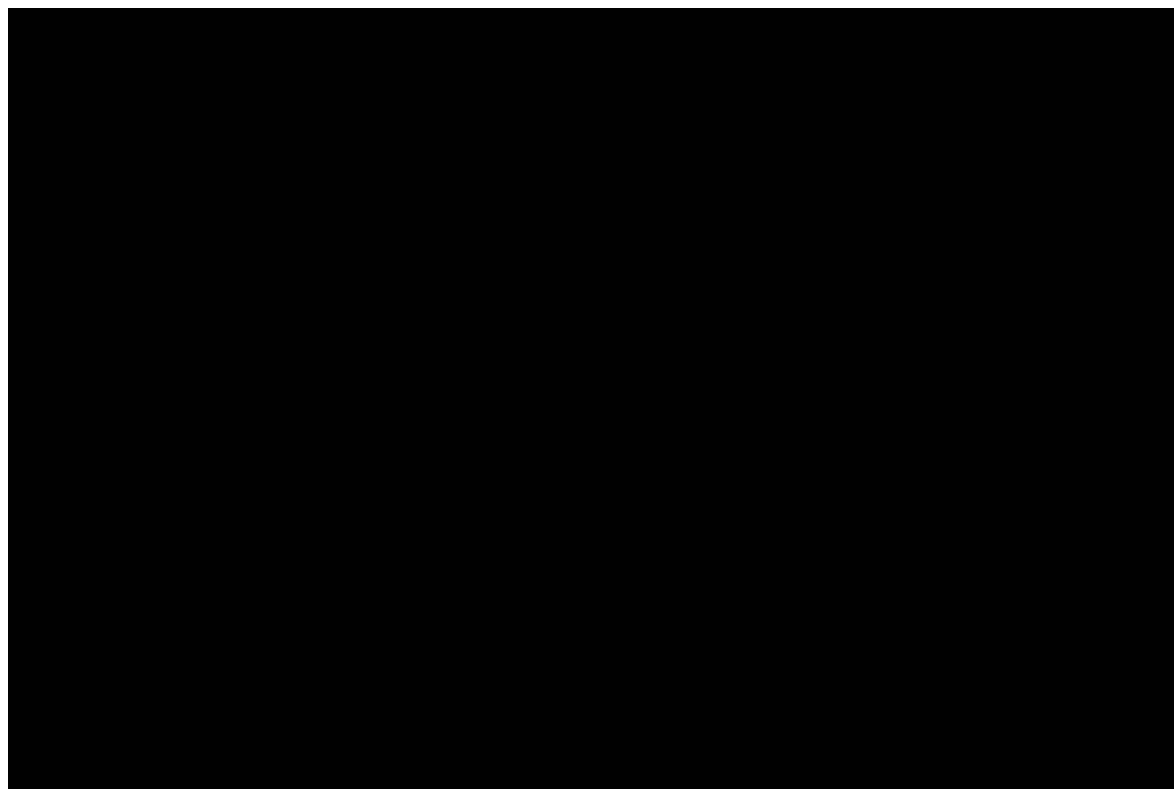






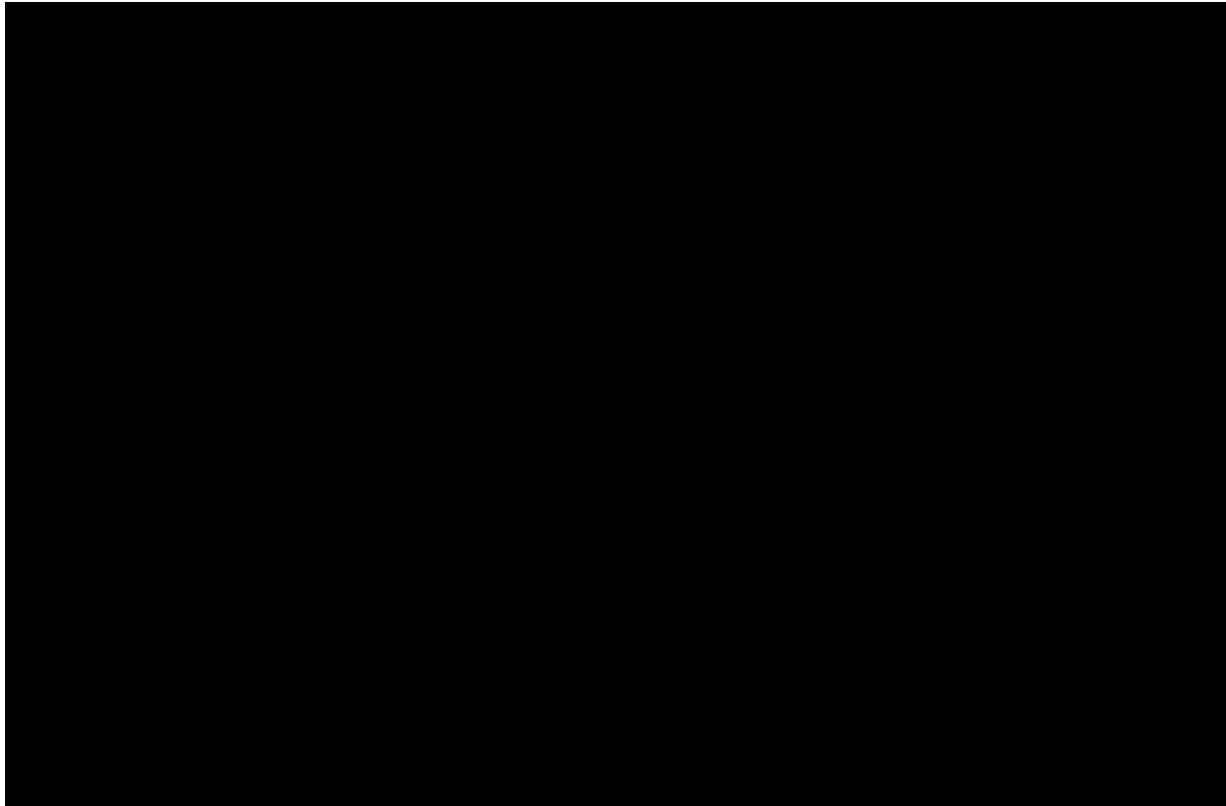
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